

WINTER 2018

Dear Pfriends of Pfeiffers,

Have you ever wondered where our special slogan, ***“Pfeiffer’s pfine wine pfor pfine pfood and pfabulous pfolk”***, came from?

It carries so much meaning, doesn’t it?

When Chris and I purchased our property, 34 years ago, we had to give it a name. The property had not been an existing business at the time and the buildings had been empty for 5 years. Its history as a distillery meant it had not been open to the public **so the question for us was, what will we call our new home, our new workplace, our new venture in life?**

We thought of various names and eventually Chris said, **“let’s be like the other family wineries in Rutherglen and name it after our family name”**.

What a great idea! We were putting our name behind our business as well as behind our product, which were our wines and we were proud to do so.

So Pfeiffer Wines was named. When asked by a very dear friend of ours what we were calling our business, I proudly told her, “Pfeiffer Wines”. “Hhmmm” was her initial reply. She liked the sentiment behind a family business being named with the family name, but thought Pfeiffer was a difficult name to pronounce and spell...(I don’t think actress Michelle Pfeiffer had become famous at that stage). Anyhow, **our friend suggested we needed a slogan to help with the pronunciation.** When I asked, “like what”?, she very quickly said, “Oh I don’t know, just something like Pfeiffer’s pfine wine pfor pfine pfood, and all spelt with pfs”. I loved it and quickly reached for the pen and paper to write it down. And as you have worked out, it didn’t stop there. Our young girls Brownie leader also made our silk screen printed aprons and tea towels back in the 1980’s. She added to our slogan, “pfabulous people” and printed it on her items which we sold through our cellar door.

Then one day, a customer suggested we change “pfabulous people” to “pfabulous pfolk” and it was from that time on that our slogan was changed and became what it still is today, ***“Pfeiffer’s pfine wine pfor pfine pfood and pfabulous pfolk”***.

As I said at the start, our slogan carries so much meaning. “Pfirstly” we only want to make “pfine” wine. I think when you look at all the trophies and awards and James Halliday scores we have received, you know we have achieved this goal. We know, as you do too, that wine enhances “pfood” and “pfood” enhances wine, so matching our “pfine wine” to “pfine pfood” is the best way to enjoy it. And finally, as with all good things in life, they are better shared with “pfamily” and “pfriends”, so “pfabulous pfolk”, you, are the final ingredient to complete the meaning behind our slogan. I wonder how many of you have taken a photograph under the sign with our slogan when you have visited our winery cellar door? Just the other day, Jean



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was doing just that for some brand new “pfriends” who were visiting us for the first time from Tamborine Mountain in Queensland.

And it is because we have always truly believed that Pfeiffer’s “pfine” wine matches beautifully to “pfine pfood” when shared with you, our “pfabulous pfolk”, that we have this wonderful array of long lunches for you to come to this year. Please look at the restaurants and dates where we come to Brisbane, Melbourne, Sydney and Canberra and book to come so you, our “pfabulous pfolk”, can share in “pfine wine and pfine pfood” together with us.

Talking of “pfine wine”, another vintage of making the beginnings of “pfine” wines from 2018, has come to an end. Have a look at the photo on the front cover of this newsletter. Justifiably I am very proud of my extremely talented younger daughter, Jen, with her hands full of grapes and her legs doing the most gentle of grape crushes, by “pfoot”, properly called, the pigeage. Was this a parcel of our “pfamous” Gamay? Or was it the Durif? A huge thank you to all the “pfoot” treaders who came to help with the pigeage during this vintage of 2018. We hope you enjoyed the amazing experience and can come back to try the fruits of your labour later this year.

A huge thank you to Jen’s winemaking team too. Jen, Jamie, Steve and Chris are the ones who have years of knowledge and experience. This year, they have taught and guided the team of trainees, **Zoe** from **Switzerland**, **Daive** from **Italy**, **Tang** aka **Solo** from **China** and **Vit** from the **Czech Republic**. I know we will all look forward to the wines from 2018 vintage. One is already released in this newsletter. Others are being bottled very soon, to maintain their vibrancy and freshness, while the bolder reds are being transferred into oak barrels for maturation and ageing.

From some previous vintages, we have a few new releases for you within this newsletter. Those of you who love Asian inspired cuisine, will welcome the very popular **2017 Gewürztraminer** and **Ensemble Rose** from vintage 2018. Both are perfect “pfine wines” being off dry styles but with good fruit characters to match the array of flavours in this style of “pfine pfood”.

Rutherglen’s most “pfamous” red wine, **Durif** is another new release with vintage 2015 now available. It is very special, as it is a Trophy winning wine being awarded the **Best Victorian Red Wine in show at the 2017 Ballarat Wine Show**. With some cooler nights ahead of us, the thought of tasty meals from the slow cooker matched to our Pfeiffer Durif, is tantalising. Please share your “pfavourite” recipes with us so we can all enjoy...wait for it...“Pfeiffer’s pfine wine pfor pfine pfood” with you, our “pfabulous pfolk”!

Till next time,
Kind Regards,



Robyn Pfeiffer